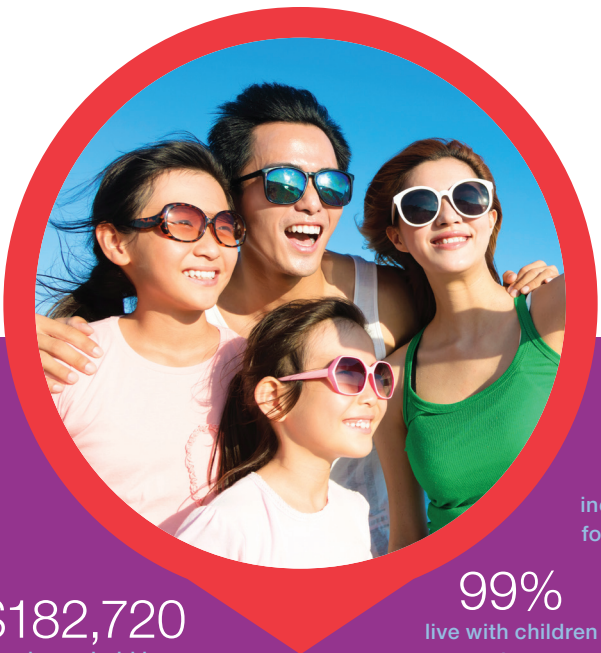


# Flush Families

## Large and In Charge – That’s How We Roll

Well-educated and family-focused, these high achievers have done well for themselves both professionally and financially as a top earning segment that’s most likely to hold management positions in the workplace.



Recreational travel outside the U.S. is fueled by many factors, starting with income. The better travel marketers can understand consumers, the better they can connect with their ideal, most interested audiences.

**86%** are homeowners, with predominant home values between \$250,000 – \$750,000

**57%** are GenXers, predominant age is 35 – 50

**\$350,000-\$1 million** predominant net worth

**\$182,720** median household income

**99%** live with children under 17

**55%** of estimated income available for discretionary spending

### For Us, Vacation is Short for “Family Adventure!”

“Come one, come all,” could very well be the travel motto of the **kid-friendly** Flush Families who rated higher than all other groups for traveling with children under 18. Yet despite having the kiddos in tow, they’re still **more adventurous** than many other groups, as they index highly for unconventional destinations in Asia and Africa.

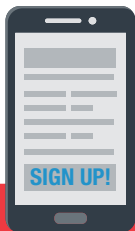


**38%** have traveled outside the U.S. in the last 3 years

**Top 3** destinations are Mexico, Canada and the Bahamas, with France and Italy close behind



**35%** defined as **Active Adventurers**, more than any other group



**TIP!**

As a **tech-savvy group**, Flush Families are more likely to **respond to mobile marketing** when they have actively chosen to sign up, versus receiving unsolicited marketing ads and offers.

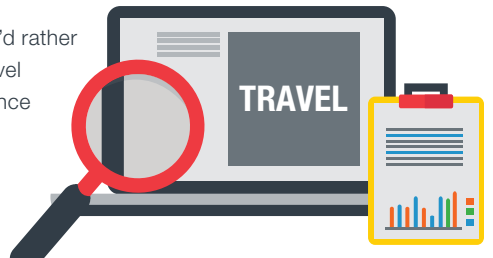
### This Is Important: We Like To Be In Control

**78%** agree they would “rather book a trip over the internet than meet with a travel agent,” the highest of all groups



**60%** frown on group travel, disagreeing with the statement that “group tours are fun and a good way to meet people”

**49%** say they’d rather act as their own travel agent. High preference for researching and booking trips online



**TIP!**

Confident in their digital abilities, Flush Families **prefer to independently research** their travel on the internet. This might make them more receptive to frequent informational emails about **unique destinations, opportunities and travel offers.**



### Digitally Speaking, We’re Engaged and Interested

Flush Families have the highest average rate of use for online sites and the highest rate of all groups — **nearly 90 percent** — for accessing the Internet through smartphones. Yet, their preferences for mobile advertising often align near the lower interest of the oldest segments studied, Affluent Empty Nests and Golden Globetrotters.

### When We Talk On Social Media — People Listen

Though they’re less engaged on social media than other groups, they rank high for sharing product opinions and posting online reviews. Likewise, this group outranks all other groups for recommending great vacations to others, and for having the most **“super influential”** consumers within their segment. **These are the people you want to connect with on social media.**



**75%** agree with the statement “When I learn about a great vacation, I typically recommend it to people I know”



**28%** like to share opinions about products and services by posting reviews and ratings online

**18%** think it’s important to support their favorite brands on social media

**41%** believe social media is important for helping them find local information, yet only 23% think it’s important for receiving exclusive offers and other discounts

**29%** report being **“mobile app-happy,”** the highest rate of all groups studied; conversely, **37%** identified themselves as “mobile minimalists,” also the highest rate of all other groups

**20%** report being **“mobile ad and app-happy,”** ranking them near the bottom

Only **15%** agree that mobile advertising provides them with useful information about new products and services

**TIP!**

Flush Families have great potential to become your best **online brand ambassadors.** This makes it worth investing your time and money in a higher level of customer service and brand outreach required to reach them, win their praise and **earn their loyalty.**

### Want To Learn More About Flush Families And Other Key Consumer Groups?

Equifax® and EyeForTravel Business Intelligence recently published a white paper — **U.S. Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments** — that examines key consumer groups and their propensity to travel outside the U.S. based on income, lifestyle habits, purchase behaviors and more.

Contact Equifax today to get your FREE copy of the white paper.



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This infographic is the fifth of eight in a series highlighting consumer groups and insights featured in the white paper to help marketers strengthen performance and ROI through improved customer identification, relevancy and segmentation.

\*All statistics in this infographic are derived from the white paper, US Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments. This target group was created by examining propensity for international travel behaviors using The Economic Cohorts® segmentation system and the GfK MRI Survey of the American Consumer. This group consists of segments which are available for appending to customer files, as counts of households by market, census and postal geography, as well as digitally enabled for use in web, mobile, addressable TV and social marketing channels. Equifax and Cohorts are registered trademarks of Equifax Inc. Copyright 2017, Equifax Inc., Atlanta, Georgia. All rights reserved. EyeForTravel Limited is a registered company in England and Wales - Registered Number 06286442, 7-9 Fashion Street, London, E1 6PX, UK 17-1605